

ABSTRACT

The invention in one embodiment provides a data file suitable for transmission over a computer network that comprises a first segment having data which results in the delivery of a commercial advertising message when the data file is processed and a second segment comprising data which results in the performance of a musical composition when the data file is executed. Preferably the data file is in a wav file format, more preferably it is in a compressed file format, most preferably it is in an MP3 format. Alternatively the invention may be viewed as a method for distribution of advertising that comprises combining an audio data file that produces an advertising message when processed with a data file that produces a performance of a musical composition when processed. Preferably the method includes the step wherein the files are combined by use of a sound editor. More preferably the files are combined are combined by use of a hexadecimal editor. Alternatively the invention may be viewed as a method for distribution of music which comprises providing a server connected to a computer network, permitting message data files to be provided for a fee paid by the party providing the message, purchasing rights to multimedia data files from owners of such rights and making available to endusers data files comprising a message and a licensed multimedia file by a connection to the network server. Preferably the method provides a multimedia file that comprises a musical composition. An especially preferred embodiment provides a multimedia data file that is an MP3 file comprising a musical composition.